

*CC: DAN*

*6/20 Bob Scott Carrie*  
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*This is the second time we have come across an RJR communication of type. Carl Atkins will be contacting RJR regarding the inaccuracies.*

TO OUR CUSTOMERS:

**PHILIP MORRIS VENDING PROGRAM**

We have been informed that Philip Morris has developed a special vending program that will be presented to your vendors in the near future. Details of the program are:

*\$ 2.25*

- Philip Morris will offer vendors a revised set of coin plates for a National 20 or 22 column machine that will give capability of increasing prices up to \$3.50 without changing to an electronic coin mechanism. Advertised price of these plates is \$22.50.
- Philip Morris will give these plates to vendors if they will sign a two-year contract to give Philip Morris one additional column per machine and advertising panels in each machine. *One year*

*2.95*

We at Reynolds had the opportunity to buy these coin plates, but rejected them due to the following reasons:

- These revised plates will eliminate the nickel coin from being accepted.
- This means the machines will only accept dimes and quarters. Nickels will be rejected; only two dimes will be accepted on any single transaction. *Misleading!*
- This also means that machines with revised plates can only have price adjustments of 10¢ or 25¢. *Misleading!*
- Installing the plates requires a good mechanic. The ACMR unit has to be totally disassembled, the old plates removed, new plates installed, ACMR reassembled, and reinstalled in machine. *Rubbish!*
- The numbers on the pricing dial are not accurate after new plates are installed. A combination has to be provided for resetting each type of pricing dial.

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- If dual pricing is used with new plates, it can only vary 10¢ or 25¢.
- There would not be a National service group to handle problems or repairs on these units. These units were developed by a small vendor and not by a national concern.
- There is no provision to increase the size of the escrow bucket.
- Once these revised plates are placed in an ACMR, National Vendors will cancel warranty on machine if lost for 6 mos. if a new machine.

Misleading!  
Support provided  
by BK Vending

After considering the above, we did not buy the revised coin plates. We feel our Coin Mech Program better addresses the vendor's needs with the coin mechs available since they will accept any combination of coins, are covered under a one-year warranty by the manufacturers for both replacement and repairs, and once installed, should address vendor's pricing needs both now and in the future.

Please advise your vendors of the above as you make your coverage of these accounts. Also re-emphasize the merits of our Coin Mech Programs.

Please contact your Sales Area Sales Training - Vending/Military Manager if you have questions regarding the above.

Sincerely  
JL Anderson

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